

DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS  
CITY COUNCIL BUDGET HEARING  
OCTOBER 22nd 2012  
COMMISSIONER MICHELLE T. BOONE'S REMARKS

Good morning/afternoon.

Thank you, Chairman Austin, Chairman Burnett, and the entire Council for the opportunity to discuss the Department of Cultural Affairs and Special Events. Your support throughout the years has been tremendous.

Arts and culture are a vital part of the Chicago that we all know and love. Arts and culture are all around us, not just downtown at the Art Institute or the Symphony Orchestra, but in our neighborhoods at community anchors such as DuSable Museum or the Old Town School of Folk Music. Culture in Chicago extends to our globally recognized culinary scene with world-class kitchens at fine dining establishments such as The Girl and the Goat or Spiaggia, but also into our neighborhoods with the training programs of the City Colleges at the Parrot Cage in South Shore or Sikia in Englewood.

Chicago's culture defines us as a truly global city and created an undeniable link between the value of arts and our prosperity. As I testify before you today, I am thrilled to be a part of it all.

This summer the Arts Alliance Illinois and Americans for the Arts, our nations arts advocacy group, estimated that Chicago's arts sector contributes \$2.2 billion annually to Chicago's economy, providing more than 60,000 jobs and \$1.3 billion in household income every year. It's an astonishing impact. The Department of Cultural Affairs and Special Events is committed to growing this sector, increasing its economic impact, and continuing the traditions that make our city great.

Right at the start of his administration, Mayor Emanuel invited cultural leaders to serve on his Arts Transition Team to craft a set of recommendations for strengthening the arts in Chicago. One of the primary recommendations called for a new cultural plan to serve as a guiding force.

On October 15, the Department of Cultural Affairs and Special Events, in tandem with Chicago Public Schools, unveiled the new Chicago Cultural Plan 2012 (an executive summary is included in your packet for review). The foundation of this Plan was laid by input from thousands of Chicago residents via a series of town halls, neighborhood meetings, social media exchanges, sector specific dialogues, and some international forums. These conversations provided residents and stakeholders a platform for participation in creating a plan that would identify shared priorities. By the end of the process, nearly 5,000 people attended meetings, 16,000 downloaded the draft plan, and over 35,000 participated online.

As you'll see in the executive summary, the final plan identifies 10 priorities, 36 recommendations, and over 200 initiatives that can help build a strong foundation for a more

vital and vibrant arts and creative community for Chicago today and Chicago in the future. All of the ideas and recommendations in the Plan reflect the voices of Chicagoans.

Consistently, throughout the public engagement process, a top concern was improving access to arts education. We heard the citizens of Chicago loud and clear and this budget proposes dedicating \$500,000, as a part of the \$1 million allocation for supporting the Cultural Plan, to support the Chicago Public School's Arts Education Plan.

The Arts Education Plan, as are many of the initiatives identified in the Cultural Plan, is ready for action now. In fact, nearly one third of the plan's initiatives can be achieved within the next two years for free, or at a cost of less than \$50,000.

Some initiatives of the Plan currently underway consist of: increasing neighborhood access to the arts by leveraging existing public spaces (i.e. Chicago Department of Transportation plazas, Chicago Public Libraries, Parks, and Schools); activating vacant spaces for cultural programming; and marketing cultural assets in neighborhoods as visitor destinations for both residents and tourists. With the support of City Council, arts stakeholders, and the private sector, we will be well on our way to achieving many of those recommendations in 2013.

Another one of the frequent things we heard at Cultural Plan community meetings was to bring more cultural programs into the neighborhoods. With the 2012 Gospel Music Festival, we did just that. For two days this summer, DCASE presented the Gospel Music Festival home where it all began in historic Bronzeville. The festival featured more than 30 local choirs and Grammy Award winning performers such as Mary Mary and Fred Hammond. In addition to the music, we added a new feature: trolley tours to historic African American churches in the area. We also collaborated with local artists and business owners to have vendor booths on site. The event was an undeniable success and will serve as a model for us to extend the reach of DCASE programs into more neighborhoods.

Other examples this past year include presenting concerts from the Chicago Jazz Festival and the World Music Festival into neighborhoods with performances in Kenwood, Gage Park, Chinatown, Austin, and Garfield Park. DCASE also opened five new farmers markets in food deserts on the west side to provide fresh produce and local products, as well as nutritional instruction and cooking demonstrations so that more of our residents have access to healthier options and a healthier lifestyle.

We also continued to provide a longtime neighborhood mainstay, the Jumping Jack program. In 2011, more than 1/3 of the inflatables were provided to private organizations and events, in many cases limiting access to neighborhood residents. In 2012, DCASE returned the program to its original mission of using the Jacks as a community building tool. The major change was to make the Jumping Jacks solely available to block parties on a first-come, first-served basis. This decision helped the City reduce costs by 60 percent while increasing the hours of service by 30 percent.

A renewed and revamped Taste of Chicago saw an uptick in attendance and revenues from 2011. The festival added new dining options such as the Celebrity Chef du Jour pavilion and single day pop-up restaurants, drawing new, more diverse audiences to the Taste. And thanks to City Council approval, the new ticketed sections for bandshell seating at Taste generated more than \$280,000 in new revenue. While Taste did not make a profit this year, we believe the new format and fiscal model provides a road towards profitability for the City.

And while we're talking about money, I'd like to highlight something about DCASE that is not frequently discussed. In 2012, DCASE raised an estimated \$15 million from in-kind contributions and cash, representing nearly half our operating budget. Income is earned from facility rentals, solicitation for program sponsorships and grants to underwrite programs, and additional revenues are earned from food and beverages sales at our large-scale festival events.

Much of this revenue is reinvested directly into growing Chicago's artistic community. In 2012, DCASE will have provide more than \$1.2 million dollars to over 200 individual artists and more than 300 non-profit organizations in direct grants.

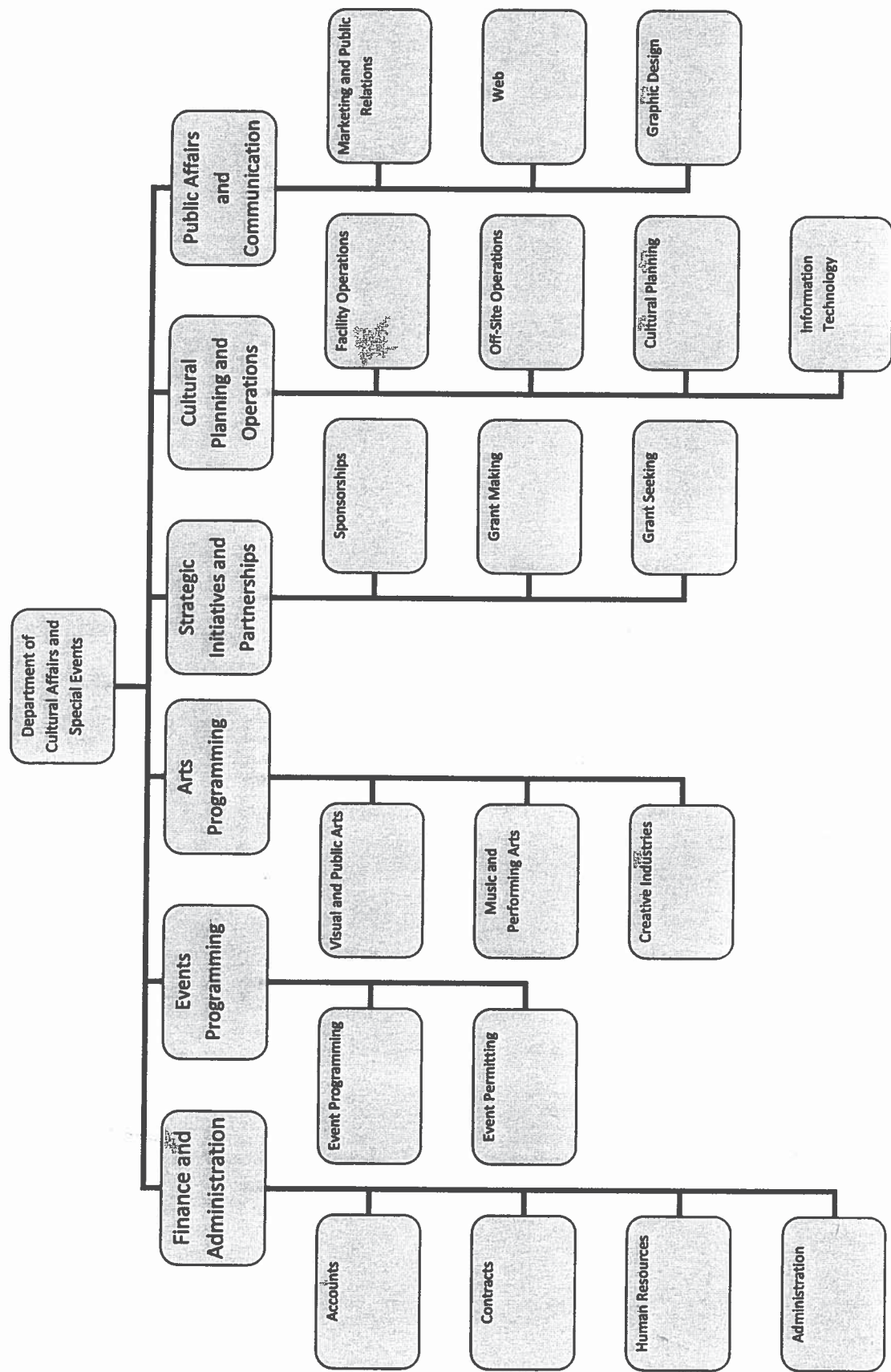
Finally, I am especially proud of our efforts to reintegrate arts programming back into the department. We have added talented and especially capable people to our arts programming team, a team which has already enlivened the Chicago Cultural Center with more free music performances and engaging art installations. In fact, this past year, DCASE has employed 12,000 artists and produced over 2,000 programs. This new team will help us build on those successes.

DCASE could not accomplish this without the continued support of the City Council, so on behalf of the entire team, I would like to extend our sincere thanks to each and every one of you.

Serving the residents of Chicago has been an extraordinary honor. We all look forward to working closely with you in the coming years.

Thank you. I now welcome any questions you may have at this time.

Department of Cultural Affairs and Special Events - Organizational Chart by Program





# Cultural Affairs and Special Events - 2013 Budget Hearing

## MBE/WBE Data

Period: January 1, 2012 - October 10, 2012

Total Purchases: \$9,392,925.31

|                  | MBE                    | WBE                 | Total MBE/WBE Purchases |
|------------------|------------------------|---------------------|-------------------------|
| Asian            | \$1,254,349.96 (15.1%) |                     | \$1,254,349.96          |
| African-American | \$426,469.94 (5.1%)    |                     | \$426,469.94            |
| Hispanic         | \$789,055.88 (9.5%)    |                     | \$789,055.88            |
| Women            |                        | \$408,382.03 (4.9%) |                         |
| Total Spending   | \$2,469,875.78 (29.8%) | \$408,382.03 (4.9%) | \$2,878,257.81 (30.7%)  |

## Staffing Data

| Department Ethnicity and Gender |      |        |       |      |
|---------------------------------|------|--------|-------|------|
|                                 | Male | Female | Total | %    |
| Asian                           | 2    | 5      | 7     | 10%  |
| Black                           | 3    | 13     | 16    | 22%  |
| Hispanic                        | 6    | 5      | 11    | 15%  |
| White                           | 20   | 19     | 39    | 53%  |
| Total                           | 31   | 42     | 73    | 100% |
|                                 | 42%  | 58%    |       |      |

| New Hires Ethnicity and Gender |      |        |       |      |
|--------------------------------|------|--------|-------|------|
|                                | Male | Female | Total | %    |
| Asian                          | 0    | 1      | 1     | 9%   |
| Black                          | 0    | 0      | 0     | 0%   |
| Hispanic                       | 3    | 0      | 3     | 27%  |
| White                          | 5    | 2      | 7     | 64%  |
| Total                          | 8    | 3      | 11    | 100% |
|                                | 73%  | 27%    |       |      |

| Department Managers Ethnicity and Gender |      |        |       |      |
|--|------|--------|-------|------|
|  | Male | Female | Total | %    |
| Asian                                    | 1    | 2      | 3     | 10%  |
| Black                                    | 1    | 4      | 5     | 17%  |
| Hispanic                                 | 2    | 2      | 4     | 13%  |
| White                                    | 10   | 8      | 18    | 60%  |
| Total                                    | 14   | 16     | 30    | 100% |
|  | 47%  | 53%    |       |      |

## Interns

| School  | Gender | Race     |
|---|--------|----------|
| Agnes Scott College, Decatur, GA                    | Female | Asian    |
| DePaul University, Chicago, IL                      | Female | White    |
| DePaul University, Chicago, IL                      | Male   | White    |
| School of the Art Institute of Chicago, Chicago, IL | Female | Hispanic |
| University of Chicago, Chicago, IL                  | Female | Asian    |
| University of Chicago, Chicago, IL                  | Female | White    |
| Western Illinois University, Macomb, IL             | Female | Black    |
| Xavier University of Louisiana, New Orleans, LA     | Female | Black    |
|   |        |          |
|   |        |          |
|   |        |          |

# CHICAGO CULTURAL PLAN 2012

Create + Collaborate + Innovate



The Department of Cultural Affairs and Special Events launched the Chicago Cultural Plan 2012 to identify opportunities for arts and cultural growth for the city. A comprehensive public engagement campaign with Chicagoans reaffirmed the role of culture in everyday life. The primary goal of the plan is to **create a blueprint for Chicago to elevate its profile as a global capital for creativity, innovation and excellence in the arts.**

The Chicago Cultural Plan 2012: fulfills initiatives identified in Mayor Rahm Emanuel's Transition Plan; realizes the benefit of culture on broad civic goals like economic impact, quality of life, community development and cultural leadership; encourages cultural participation; and strengthens Chicago's cultural sector. The citywide conversations resulted in **over 200 proposed initiatives**, ranging from solutions that can be achieved in the short-term all the way to the grand aspirations that our residents envision for Chicago's cultural future. The plan outlines **10 priorities** that will be addressed for the vision of culture in Chicago to be fully realized.

## "ART-IFACTS"

Of the nation's 116 million workers, 3.4 percent of all workers are creative, 3.5 percent of workers in Chicago are in the creative industry



8 in 10 Chicago Public Schools have at least one partnership with a community arts organization

\$1 billion in spending by nonprofit arts and culture audiences in Chicago



\$1.2 billion in direct spending by nonprofit arts and culture organizations in Chicago

TOTAL ECONOMIC IMPACT

**\$2.2 BILLION**

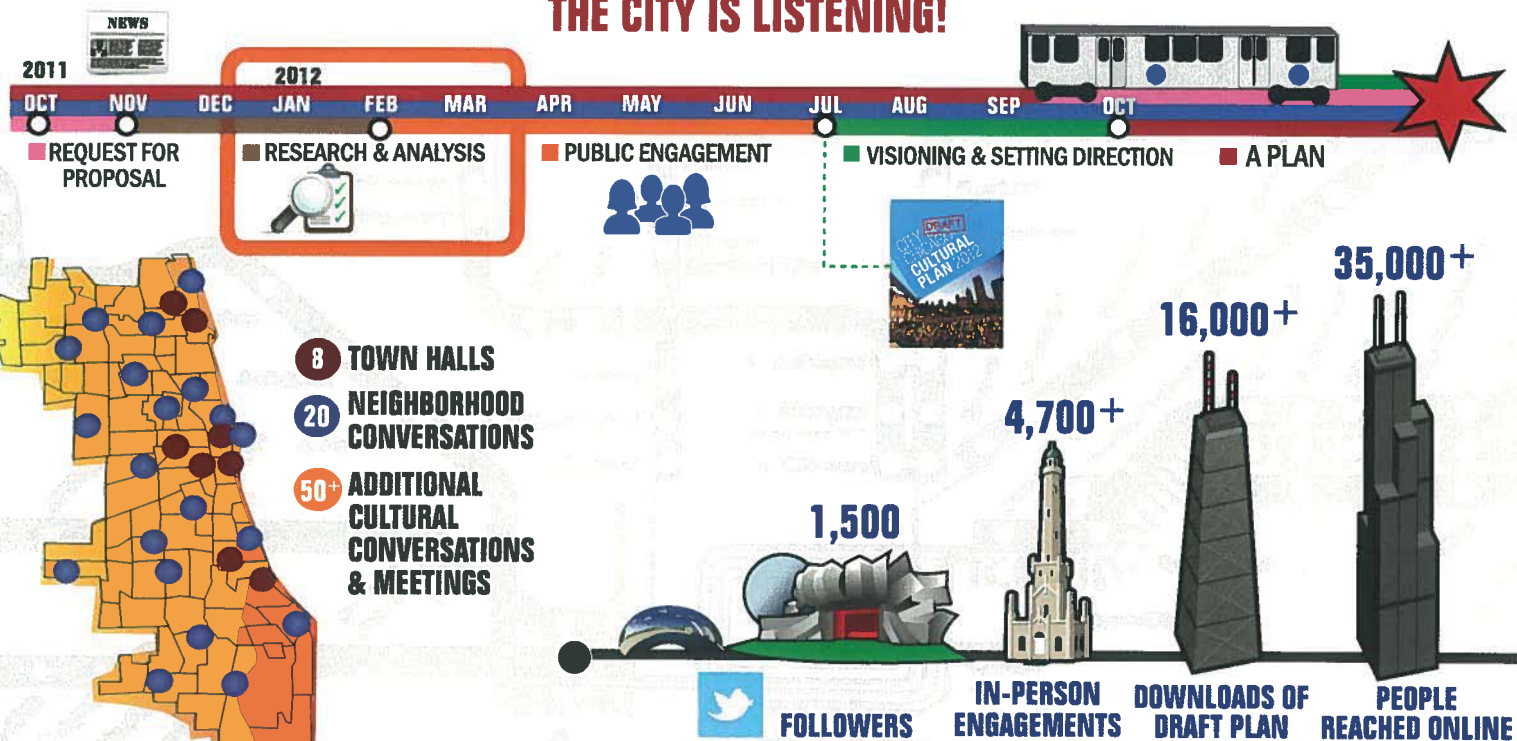
**60,000 JOBS**



Generates \$1.3 billion in household income to local residents and \$214 million in local and state government revenue annually



## THE CITY IS LISTENING!



City of Chicago  
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF  
**DCASE**  
CULTURAL AFFAIRS & SPECIAL EVENTS



**Allstate**  
CHICAGO'S OWN  
GOOD HANDS

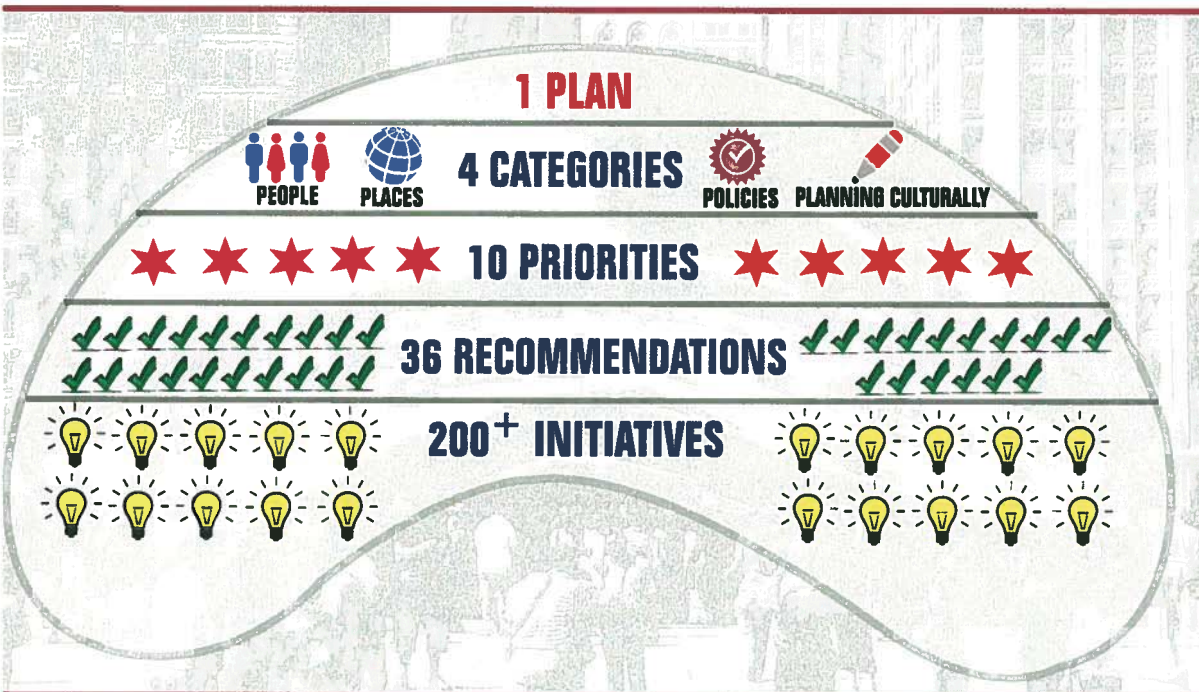
THE  
CHICAGO  
COMMUNITY  
TRUST



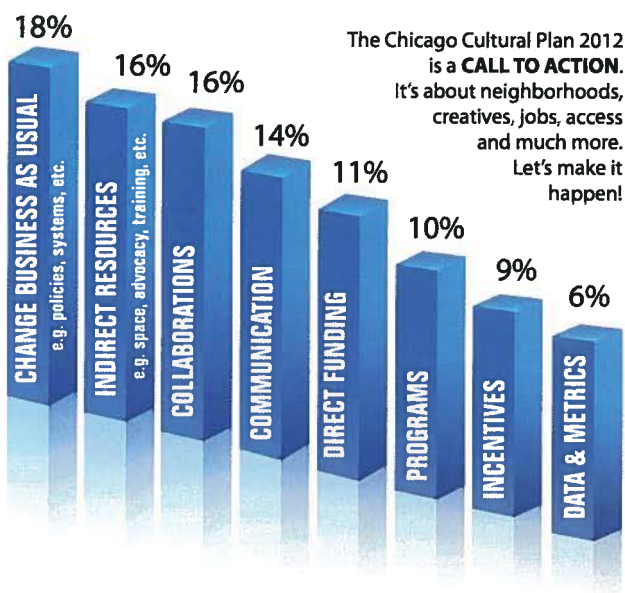
ILLINOIS  
**ARTS**  
COUNCIL



# YOUR CITY. YOUR VISION. YOUR PLAN!

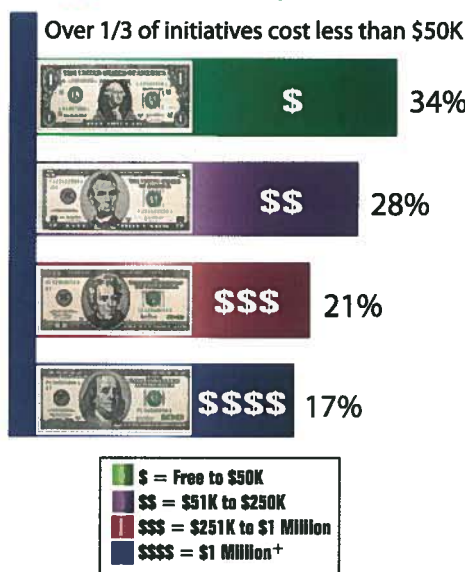


## WHAT'S THE WHAT?



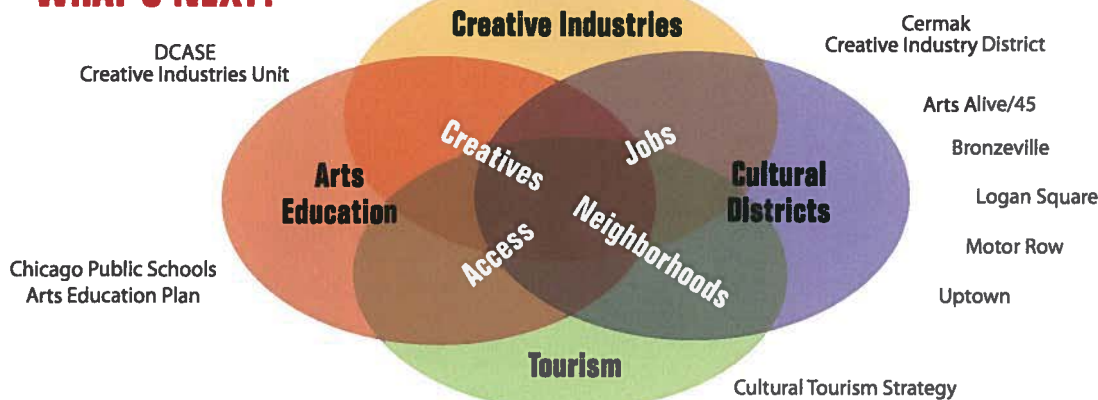
The Chicago Cultural Plan 2012 is a **CALL TO ACTION**. It's about neighborhoods, creatives, jobs, access and much more. Let's make it happen!

## WHAT'S THE \$?



\$ = Free to \$50K  
 \$\$ = \$51K to \$250K  
 \$\$\$ = \$251K to \$1 Million  
 \$\$\$\$ = \$1 Million+

## WHAT'S NEXT?



Sources: Arts & Economic Prosperity IV; The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Chicago, Americans for the Arts; Census Occupational Data, 2000 Census; Choose Chicago; City of Chicago; Ingenuity Incorporated; Lord Cultural Resources

## ★ 10 PRIORITIES



1. Foster arts education and lifelong learning

2. Attract/retain artists and creative professionals



3. Elevate and expand neighborhood cultural assets

4. Facilitate neighborhood cultural planning



5. Strengthen capacity of cultural sector

6. Optimize City policies and regulations



7. Promote the value and impact of culture

8. Strengthen Chicago as a global cultural destination

9. Foster cultural innovation

10. Integrate culture into daily life



City of Chicago  
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF  
**DCASE**



**Allstate**  
CHICAGO'S OWN

THE CHICAGO  
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